

SERFF Tracking Number: UHLC-128482942 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
 Company Tracking Number: TV303ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/TV303ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-128482942 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num:

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV303ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Lisa Muhammad

Date Submitted: 06/19/2012

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: TV303ST

Date Approved in Domicile:

Requested Filing Mode: File & Use

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Large

Group Market Type: Association

Overall Rate Impact:

Filing Status Changed: 06/20/2012

State Status Changed: 06/20/2012

Deemer Date:

Created By: Michelle Ambach

Submitted By: Lisa Muhammad

Corresponding Filing Tracking Number: TV303ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

When the consumer enters the GoLong.com web address into their browser, they will link to one of the landing pages approved on 9/29/2011 under UHLC-127624787 – WB25343ST, WB25344ST, or WB25125ST (9/11) – where they will

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have the opportunity to request product information be sent to them. When the consumer does a Google search of GoLong.com, they will be taken to WB25351ST, approved on 11/17/2011, under UHLC-127821159.

State Narrative:

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company	CoCode: 79413	State of Domicile: Connecticut
185 Asylum Street	Group Code: 707	Company Type: Life and Health
Hartford, CT 06103	Group Name:	State ID Number:
(860) 702-5000 ext. [Phone]	FEIN Number: 36-2739571	

Filing Fees

Fee Required? Yes

Fee Amount: \$50.00

Retaliatory? No

Fee Explanation: \$50.00 X 1 = \$50.00

Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	06/19/2012	60255307

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	06/20/2012	06/20/2012

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Disposition

Disposition Date: 06/20/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	STATEMENT OF VARIABILITY	Filed-Closed	Yes
Form	TELEVISION AD	Filed-Closed	Yes

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Form Schedule

Lead Form Number: TV303ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/20/2012	TV303ST	Advertising	TELEVISION AD	Initial		45.000	TV303ST.pdf

1. OPEN ON MUSICIANS

LEGAL SUPER:

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

Call a licensed insurance agent/producer at the toll-free number shown in this advertisement for complete information including benefits, costs, eligibility requirements, exclusions and limitations.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

COMPONENT CODE:

TV303ST

2. CUT TO MEDIUM SHOT OF GUITAR AND BASS PLAYER INTERACTING.

(LEGAL SUPER CONTINUES)

COMPONENT CODE:

TV303ST

SOUND EFFECTS (SFX): BAND PLAYING

Audio Voice Over (AVO): When you're going the distance...

3. CUT TO MEDIUM SHOT OF
DRUMMER.

LEGAL SUPER: AARP

endorses the AARP Medicare
Supplement Insurance Plans,
insured by UnitedHealthcare
Insurance Company.

UnitedHealthcare Insurance
Company pays royalty fees to
AARP for the use of its
intellectual property. These fees
are used for the general
purposes of AARP. AARP and
its affiliates are not insurers.

AARP Medicare Supplement
Insurance Plans, insured by
UnitedHealthcare Insurance
Company, Horsham, PA
(UnitedHealthcare Insurance
Company of New York, Islandia,
NY for New York residents.)
Policy form No. GRP 79171
GPS-1 (G-36000-4). In some
states plans may be available to
persons under age 65 who are
eligible for Medicare by reason
of disability or End-Stage Renal
Disease.

...it's nice to have the experience...

4. CUT TO CLOSE-UP (CU) OF GUITAR. SCENE BLOWS OUT TO WHITE

(LEGAL SUPER CONTINUES)

...and commitment to go along with you.

5. AARP MED SUPP LOGO FADES UP

SUPER:

AARP Med Supp logo
[1-XXX-XXX-XXXX]
TTY:711
[GoLong.com]

(LEGAL SUPER CONTINUES)

AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

Keep dreaming...

6. CUT BACK TO BAND MEMBERS CONGRATULATING ONE ANOTHER

COMPONENT CODE:
TV303ST

Keep doing. Go long.

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Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	STATEMENT OF VARIABILITY	Filed-Closed	06/20/2012
Comments:			
Attachment:			
SOV.pdf			

Statement of Variability

TV303ST

Variable	Description
[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info). The URL may or may not appear depending on where/when the ad is used.

Variable	Description
[1-8XX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).